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TORRANCE, CALIF. Telephone 3-J

Famous Model T Blazed Way For Ford's New Car

Machine To Be Discontinued Was Pioneer; It Won Public Confidence

DETROIT, June 2.—Early production of a new Ford car, superior in design and performance to any now available in the low-priced light-car field, has been announced by the Ford Motor Company through Schultz, Peckham & Schultz, authorized Ford dealers of Torrance.

Henry Ford, designer of the car, and Edsel Ford, president of the company, both have stated that within the next few weeks they will give a complete description of the new model.

The famous Model T Ford, which still leads the automobile industry after twenty years of manufacture, will continue to be a substantial factor in Ford production, in view of the fact that about ten million cars of this model are still in use and will require replacement parts and service.

"The Model T Ford car was a pioneer," said Henry Ford. "There was no conscious public need of motor cars when we first made it. There were few good roads. This

car blazed the way for the motor industry and started the movement for good roads everywhere. It is still the pioneer car in many parts of the world which are just beginning to be motorized. But conditions in this country have so greatly changed that further refinement in motor car construction is now desirable, and our new model is a recognition of this.

"Besides the Model T itself, another revolutionary element which the Ford Motor Company introduced twenty years ago was the idea of service. Some of the early manufacturers proceeded on the theory that once they had induced a man to buy a car they had him at their mercy; they charged him the highest possible price for necessary replacements. Our company adopted the opposite theory. We believed that when a man bought one of our cars we should keep it running for him as long as we could and at the lowest possible cost. That was the origin of Ford service.

"The Model T was one of the largest factors in creating the conditions which now make the new model Ford possible. The world-wide influence of the Ford car in the building of good roads, and in teaching the people the use and value of mechanical power, is conceded. Nowadays everybody runs some kind of motor power, but twenty years ago only the adventurous few could be induced to try an automobile. It had a harder time winning public confidence than the airplane has now. The

Model T was a great educator in this respect. It had stamina and power. It was the car that ran before there were good roads to run on. It broke down the barriers of distance in rural sections, brought people of these sections closer together, and placed education within the reach of everyone. We are all still proud of the Model T Ford car. If we were not we could not have continued to manufacture it so long.

"With the new Ford we propose to continue in the light-car field we created on the same basis of quantity production we have always worked, giving high quality, low prices, and constant service. We began work on this new model several years ago. In fact, the idea of a new car has been in my mind much longer than that. But the sale of the Model T continued at such a pace that there never seemed to be an opportunity to get the new car started. Even now the business is so brisk that we are up against the proposition of keeping the factory going on one model while we tool up for another. I am glad of this, because it will not necessitate a total shut-down. Only a comparatively few men will be out at a time while their departments are being toolled up for the new product. At one time it looked as if 70,000 men might be laid off temporarily, but we have now scaled that down to less than 25,000 at a time. The lay-off will be brief, because we need the men and we have no time to waste.

"At present I can only say this about the new model—it has speed, style, flexibility and control in traffic. There is nothing quite like it in quality and price. The new car will cost more to manufacture, but it will be more economical to operate."

Miss Teal Planning Two Pupil Recitals



Miss Elsie Teal, who will present piano pupils on June 8 and 17.

Miss Elsie Teal, well known concert pianist and teacher of piano, announces two pupil recitals to take place at the Central Evangelical Church on the evenings of June 8 and June 17, at 8:15 o'clock. On the evening of June 8 Miss Teal will present the following pupils: Dorothy Stevenson, Oma Beckwith, Harold Partridge, Eileen Woodburn, and Nyla Tansey, assisted by Betty Hooper of Beverly Hills, Mrs. Lynch of Redondo, and Miss Skala of Los Angeles, pupils of Martha Schryock, dramatic soprano.

Both Miss Teal and Mrs. Schryock are successful concert artists and teachers. Miss Teal has had a very busy season, having had many concert engagements in addition to her large class. Miss Teal is now a member of the faculty of the Los Angeles Conservatory, 715 South Park View, Los Angeles.

On the evening of June 18 Miss Teal will present the following pupils in recital: Barbara Brenner, Virginia Brenner, Laura May Hyde, Virginia Mikelson, Jeanette Mikelson, Georganna Humor, Ella Levy, Rachel Huddleston, Lillian Frazier, Janet Mastri, Margaret Gerbarz, Olga Jaumens, Norma Rappaport, Jane Roberts, George Lancaster, Dorothy Stevenson, Mae Haslam, Oma Beckwith, Eileen Woodburn, and Nyla Tansey.

The public is invited to attend both recitals.

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ANNOUNCEMENT!

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CLASS OF SERVICE	SYMBOL	WESTERN UNION TELEGRAM	CLASS OF SERVICE	SYMBOL
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The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at Torrance, Calif., 2354 Carson St. Phone 244

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DETROIT MICH MAY 25 1927

SCHULTZ, PECKHAM and SCHULTZ

Torrance, Cal.

starting early production entirely new Ford car announcing Thursday new model superior design and performance to any now in low priced light car field stop Mr. Henry Ford states new model recognizes that present conditions make further refinement in motor car construction desirable stop new model has speed style flexibility and control in traffic more costly to manufacture but more economical to operate stop model T will continue important part of factory production for ten million owners requiring replacements and service stop give no information about details until you receive plan for your part in supplying public description.

EDSEL FORD
7:50AM

We are still making deliveries of the Model T Ford Car, but urge you not to delay your intended purchase of it.

And if you contemplate the early purchase of any car—other than the Model T Ford Car—no matter what price or class car you have in mind, we advise you with the utmost sincerity to WAIT until you have seen our new car.

Orders are now being booked for the new car—which will be on the market shortly—and all orders will be filled in rotation.

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TORRANCE

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Aladdins Bring Back Childhood Recollections



Mystifying Player at Torrance Theatre Has History Life Namesake

Those familiar with the old legend of Aladdin and his wonderful lamp will find more than ordinary appeal in the approaching engagement of the Aladdins at the Torrance Theatre commencing Sunday, June 5. Mr. Aladdin and his charming wife come to Torrance fresh from a world-wide tour, during which they played in many cities where the English language is almost unknown, being forced to resort to many tongues and dialects.

The life history of Mr. Aladdin bears a striking similarity to that of his namesake—the Aladdin of our youth. He was born in New York City, and while a baby left with his parents for India, where an aged Yogi priest instructed him in the dark secrets of the cult. The death of his parents—by a plague—left the boy without a relation, and he was adopted by the head yogi of the tribe of Agra. In a short time he was acknowledged a past master in their rites and was looked upon as their coming leader. He was given the name of Aladdin by the tribe, and has since had the name legalized in every country. At death of the head yogi he was entrusted with the office and presented with the sacred lamp of the order, the replica of which he is now using.

In his early manhood he attended a conclave of the tribe in Bombay, where he met the Princess Jeypore, daughter of the chieftain of a rival tribe. The princess fell in love with him and the affair was looked upon with favor as cementing the friendship of two tribes who had been sworn enemies for centuries. Mr. Aladdin spurned the advances of the dusky princess, and notwithstanding his regal station, was cast in a dungeon cell to await punishment by death, according to the laws of his tribe. He managed to secrete his sacred lamp on his person, and while in his cell, in taking the lamp from his clothing, he involuntarily prayed for deliverance. To his surprise an earthquake shook the prison walls from their foundations and he found himself free. He hastened to Shanghai, where he lived for many years. Many times while in doubt or trouble he invoked the aid of his mystic lamp, and was always rewarded.

On one of his trips, while crossing the China Sea, the vessel on which he was a passenger encountered a typhoon, and he and a member of the crew were the only ones saved. He awakened in a quaint little fishing village, where he found himself a stranger in a strange land. American tourists aided him in reaching Fu-chau, where he procured a position as assistant to that celebrated necromancer, the great Ling Tsang, and accompanied him in his many trips through the Orient. While giving a performance at the American embassy in Hankow he was introduced to a well known banker from Boston and his family. The banker's daughter was interested in the work of the young seer and prophet, and shortly became his wife. Mrs. Aladdin, having mastered the intricate science of occultism, became an assistant to her husband, and is now with him on his first visit to the Golden West. Mr. Aladdin claims the most important questions he has to an-

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